

PREVISION COMPANY

JUNE 2010 NEWSLETTER

HAPPY SUMMERTIME! It is HOT where we are with daily temperatures in the high 90s! Please take a few moments to read about the latest happenings at preVision Company.

In this edition:

- NEW Case Study: WakeMed's Fundraising Advantage.
- NEW Client Spotlight: BBH Design.

WakeMed's Fundraising Advantage

The WakeMed Foundation recently exceeded its \$8.5 million goal needed to open the new WakeMed Children's Hospital in May 2010. Among the tools used to help raise the funding for this new facility were a full complement of our 3D visualizations.



WakeMed Health & Hospitals

"preVision Company took what we had been talking about with prospective donors for months and made it real," explains Jack Radford, executive director, WakeMed Foundation. "Talking about a Children's Hospital will tug at anyone's heart strings, but showing donors the magnitude of our vision and the significance of this facility for our community with a virtual tour really helped us exemplify the true importance of our project."

The scope of work for this project included many of our visualization services including 20 static interior renderings, a roof-off floor plan, two 360-degree Flash virtual tours, and one animation segment. These images were used on the Foundation's website and in-person presentations.

[Click here to read the case study. Compare our 3D views to photos of the completed facility.](#)

New Client Spotlight - BBH Design

We're proud to welcome another addition to our client list with two visualization projects for BBH Design in Raleigh, North Carolina. We were engaged to create 3D views of design work for structures planned for North Carolina Central University in Durham, North Carolina, and Wake Technical Community College in Raleigh, North Carolina.



BBH Design is an architecture firm that specializes in Higher Education and Healthcare. It was formed in 2002 from the Research Triangle Park satellite office of a national firm. Under the leadership of the three partners, Rich Beale, Lee Buckner, and Douglas Hall, BBH Design has established a strong regional presence, providing planning and design services to a select group of university and healthcare clients. BBH Design has grown to be the largest architectural practice in the Triangle and third largest in the state. This recognition is based on the highest percentage of registered architects on staff.

Our experience serving national markets has elevated BBH Design's design, management and production capacities above those typical of mid-sized firms. We understand that space is neither a commodity nor a depreciating asset, but a strategic investment that must generate value. We believe architecture is also a durable expression of client vision. To deliver both value and meaning through our work, we pursue **Idea-Driven** and **Human-Centered** design.

With 22 LEED accredited professionals, BBH Design is experienced with LEED and other environmental evaluation programs. BBH Design constructed its own office building to be LEED Gold certified and has six projects in process toward certification. We strive to make healthy environments that are based on long-term efficiency, sustainable systems, and minimally impactful materials. In collaborating with owners and builders, BBH Design works to balance the goals of energy efficiency and environmental quality with the realities of budget construct-ability.

BBH Design has been recognized for design excellence with numerous state and regional awards. BBH Design is committed to providing exceptional planning, design and technical services, including the following: *Strategic Planning, Facility Assessment, Master Planning/Campus Planning, Program Development, Operational Planning, Architecture, Construction Administration, Visualization and Media Services, Project Cost Management, Design-Build, Building Forensic Studies.*

[Click here to visit the BBH Design website.](#)

Don't forget about our full complement of services for projects of any size!

Regardless of where you are in the design development process, from massing models to mass marketing, we can work with you at any phase of your design development or marketing processes.

Contact us to discuss the advantages your projects will realize with:

- 360° Virtual Tours of 3D Model Products in QuickTime or Flash.
- CAD Accurate Architectural Renderings of Exterior Perspectives and Interior Designs.
- Design Development and Finish Treatment Studies.
- Alternate Lighting Studies.
- Roof-off Views of Furnished or Unfurnished Structures.
- Photo Composites of Sites and Proposed Improvements.
- 2D and 3D Illustrations of Sites.
- 3D Representations of Commercial Products.
- Digital "Hand-Drawn" Images Derived from 3D models.

[Click here to visit our full website with galleries of our 3D visualizations.](#)

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